LENGTH

(Vitaphone)

7344 Feet

RUNNING TIME

81 Minutes

WARNER BROS.
AND
VITAPHONE
REG. TRADE MARK
TALKING PICTURES

Permission is granted licensed exhibitors to reproduce with proper notice of copyright all matter contained herein.

321 WEST 44th STREET — NEW YORK CITY, U. S. A.

ILLICIT

with BARBARA STANWYCK

WHO'S WHO IN "ILLICIT"

BARBARA STANWYCK—Beautiful Broadway favorite—seen in Ziegfeld Follies in dances and impersonations—on the stage in "The Noose" and "Burlesque" and on the screen in "Mexican Rose," "Ladies of Leisure" and "Locked Doors."

JAMES RENNIE—Formerly pilot in British Royal Flying Corps—famous on the stage in "Crime," "The Great Gatsby" and "Young Love" and in First National pictures "Clothes Make the Pirate," "Girl of the Golden West," "The Bad Man."

CHARLES BUTTERWORTH—Comedian unique—delighted Broadway on the stage in "Allez Oop," "Good Boy" and "Sweet Adeline," and in Warner Bros. Winnie Lightner hit, "Life of the Party."

JOAN BLONDELL—Comedienne of stage in "Trial of Mary Dugan," "My Girl Friday," "Maggie the Magnificent," "Sporting Blood" and of the screen in Warner Bros. "Illicit," "My Past," and "Divorce Among Friends."

NATALIE MOOREHEAD — Blonde [illegible]e de luxe in Warner Bros. [illegible] Office Wife," "Divorce Among Friends," "Illicit," and other screen successes.

RICARDO CORTEZ — Who has played leads with Gloria Swanson, Greta Garbo and other stars —seen in "Feet of Clay," "Pony Express" and "Society Scandal," "Sorrows of Satan," "Torrent" and "Phantom in the House."

CLAUDE GILLINGWATER — Beloved screen grouch seen in "Daddies," "Stark Mad," "The Great Divide," First National's "Kiss Me Again" and countless other successes.

SUMMARY

Tells the story of a girl who has strange and desperate theories about Love and Marriage and tries to carry them out. By virtue of her marvelous characterization, Barbara Stanwyck becomes one of the most important of screen stars.

ROUTINE STORY

(This story contains all the important facts about "Illicit." Release it two or three days before the opening.)

Barbara Stanwyck exerts the almost hypnotic power of her alluring femininity in "Illicit," the Warner Bros. production, which comes to the ..... Theatre ..... next for a run of ..... days.

"Illicit" is a daring treatment of a subject which is causing much discussion in these days of crumbling conventions—the question whether marriage should be a matter of ironbound ceremony or a more flexible arrangement, concerning only the two who are parties to the covenant.

Barbara Stanwyck, in "Illicit," feels justified in refusing to marry because she fears that the institution of marriage is inimical to love. James Rennie, as Dick Ives, the man in the case, dreads the tongue of gossip, and urges Anne to abide by custom. Dick's father, played by Claude Gillingwater, is a courtly old millionaire who implores her to do as society demands. She finally consents though with misgivings.

What she had dreaded happens. Dick wearies of marital ties. She chafes under his neglect and at last decides to take back her maiden name—reopen her apartment and live in a way to keep her respect for herself—as an individual.

Natalie Moorehead appears on the scene as a menace to Anne's happiness, since the former means to capture the unhappy Dick. Charles Butterworth as a tippling friend of the divided household, and Joan Blondell, as a roughneck pal of Anne—add moments of delightful comedy. Ricardo Cortez, plays with Latin intensity the disappointed lover, who tries to win Anne to himself, by claiming that Dick has ceased to care for her.

The story, intensely interesting in itself, is dominated by the personality of Barbara Stanwyck—who does the finest work of her dazzling career. "Illicit" is based on the play by Edith Fitzgerald and Robert Riskin. Harvey Thew did the screen adaptation and dialogue. Archie Mayo, responsible for so many Warner Bros. successes, directed.

SYNOPSIS

Copyright, 1931, Warner Bros. Pictures, Inc.
All Rights Reserved

Dick Ives, wealthy young bachelor, finishes dressing before the mirror in his luxurious New York apartment, while clad in negligee Anne Vincent, awaits him in the living room. When he comes to her they go to the kitchen to have midnight refreshment. It is obvious that this is one of many secret trysts. Dick again coaxed her to marry him and end their common-law relationship but she refuses, saying that she can not think of becoming a member of the Ives family.

While they talk, Georgie, a humorously inebriated young man-about-town, enters in search of liquor, and to report that Dick and Anne have been seen by scandal mongers at a Connecticut resort. Dick has feared such an occurrence and gives Georgie what he wants and sends him off. Shortly after Dick's proud father arrives with the same story. He urges the two to marry, and Anne finally agrees.

During a wedding shower given by Dukie, Anne's closest friend, a wire comes from Price Baines, a former sweetheart, urging her not to marry until he returns. Though jealous, Dick agrees to the meeting. Anne refuses, however, to leave Dick and they are married and spend six months abroad. We see them some time [illegible] Dick has grown neglectful and Anne discontented. Dukie and Georgie take Anne to a night club where she sees Dick and Margie True together. The next day she tells him what she has seen, and goes to live in her own apartment. Anne grieves. Ives, Sr., calls to beg her to go back to Dick, but she still refuses.

Margie True comes to tell Anne that she is going abroad with Dick. Anne now realizes that she cannot live without her husband. The tipsy Georgie is phoning to the boat for her, when Dick comes in.

They promise each other never again to part.

THE GREAT CAST

ANNE VINCENT, A modern girl with unusual theories of love and marriage
BARBARA STANWYCK

DICK IVES, sweetheart of Anne—JAMES RENNIE

GEORGIE, tippling friend of Anne and Dick
CHARLES BUTTERWORTH

DUKIE, rough-neck pal of Anne—JOAN BLONDELL

MARGIE, blonde rival of Anne
NATALIE MOOREHEAD

PRICE BAINES, persistent lover of Anne
RICARDO CORTEZ

IVES, SR., Anne's courtly father-in-law
CLAUDE GILLINGWATER

HOW TO GET THE MOST FROM PRESS SHEET

In plenty of time before your playdate begin feeding the ADVANCE READERS to your editor.

Let your newspaper have whole or part of SPECIAL FEATURES for exclusive run.

Let them have NEWS STORIES before the week-end deadline.

In mapping out an EXPLOITATION campaign from suggestions given in press sheet start early and go after it big.

Current READERS to supply during the run of the picture are provided.

Included in the press sheet are REVIEWS prepared by competent picture critics.

The basis of your publicity campaign is the big selection of AD LAYOUTS with specially prepared copy and catchlines.

"ILLICIT" TALKING TRAILER

The talking trailer is made up of colorful and tantalizing bits of scenes and words of the thrilling and warmly human story of a girl who dreads marriage, deftly woven into a short which will sell the show to all who see and hear it.

AT YOUR EXCHANGE

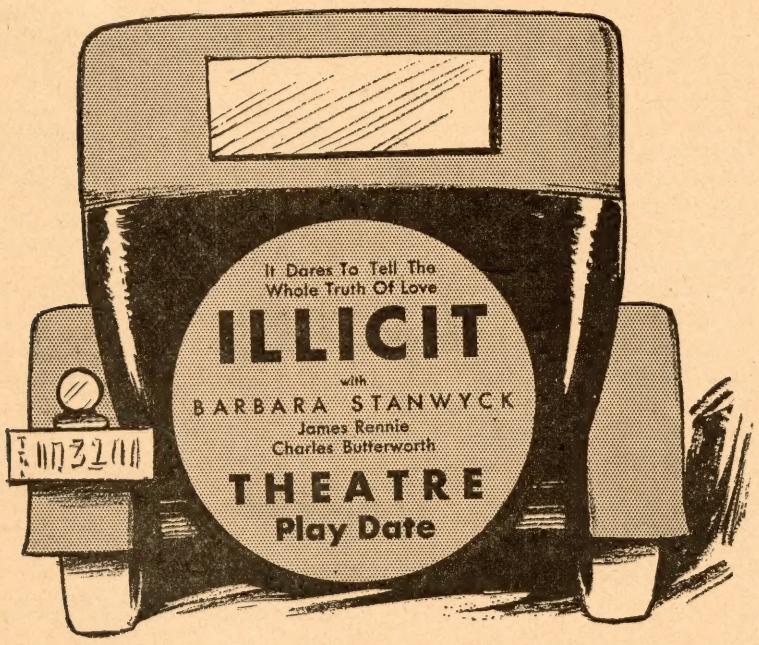
MARQUEE BANNER

Size 3 feet by 12 feet. Cut-out head of Barbara Stanwyck in silver against blue background. Ready to hand under your marquee. $10 each.

Order direct from

Metallite Sign Co., 385 Halsey St., Newark, N. J.

Novel Outdoor Stunt



Above is illustrated an attractive "spare tire" cover available on this picture. It is printed in three colors, is adjustable to any size tire and will not chip or wash off.

There are tremendous attention-getting possibilities in this novel stunt. Take advantage!!

Not available at the exchange; get them direct from:

THE CLUFF COVER COMPANY
549 West 52nd St., New York City

Lots of 500—66c each—Name and date imprinted
250—68c each— " " " "
100—70c each— " " " "
50—70c each—$4 extra for imprint
25—75c each—$2.50 extra for imprint
10 to 25—75c each—No imprinting for less than
1 to 10—85c each—$2.50. Your local artist can paint small quantities

Order must be accompanied by certified check or shipment will be made C. O. D.

FAMOUS WIVES CONTEST

Use this questionnaire in newspaper, program or throw-away in connection with the showing of "Illicit." Offer free tickets to the first twenty-five to bring or mail to your theatre the correct answers on or before a specified date. These can be run in series using a few each day to extend over a period of days prior to, or during the showing of "Illicit." Your newspaper editor can make this contest a more local event by including some of the important local men in governmental life. The comic-strip personalities can also be included.

1. What wife clipped her husband's locks to weaken him?
2. What was the name of the scolding wife of Socrates?
3. What was the maiden name of Lincoln's wife?
4. What Shakespeare play has "wives" in the title?
5. Who is the wife of Doug. Fairbanks, Jr.?
6. What English king is noted for his many wives?
7. Who is the wife of John Barrymore?
8. Where did Cain get his wife? (Gen. 4-16.)
9. Who was the wife of Othello?
10. Who played the wife of Disraeli in the Arliss picture?
11. What was the name of David Copperfield's "Child Wife"?
12. Who was the wife of Darby in the famous song?
13. Who is probably the most-divorced wife among the movie stars?
14. What was the first name of the wife of President Madison?
15. In what Chaucer creation does he mention the Wife of Bath?
16. How many wives is Blue-[illegible]
17. Who was the wife of Robert Burns?
18. What was the name of the wife of Washington?
19. Who was the wife of Shakespeare?
20. What play on marriage comes to the.....Theatre..... next?
21. What Broadway actress is featured in "Illicit"?
22. Barbara Stanwyck is the wife of what Broadway star?
23. What producers present "Illicit"?
24. Who is featured as the husband in "Illicit"?
25. Who directed "Illicit"?

ANSWERS

1. Delilah; 2, Xantippe; 3. Mary Todd; 4. Merry Wives of Windsor; 5. Joan Crawford; 6. Henry VIII; 7. Dolores Costello; 8. The Land of Nod; 9. Desdemona; 10. Florence Arliss (Mrs. Arliss); 11. Dora; 12. Joan; 13. Peggy Joyce; 14. Dolly; 15. Canterbury tales; 16. Eight; 17. Jean Armour; 18. Martha Custis; 19. Anne Hathaway; 20. "Illicit"; 21. Barbara Stanwyck; 22. Frank Fay; 23. Warner Bros.; 24. James Rennie; 25. Archie Mayo.

MARQUEE IDEA

Place on top of your marquee a wedding ring, four to six feet in diameter, with a length of a foot or more broken out. Suspend large cut-out letters of the title, across its diameter. Have the ring in gold paint, the letters in red. Let changing lights play over the display.

BALLYHOO

On a truck place a man and woman dressed as bride and groom, under a huge wedding bell. Banner the truck with the words "IS THIS WHAT EVERY WOMAN WANTS?" following it with theatre data, and the words "See Barbara Stanwyck at the.....Theatre in 'Illicit'."

ANAGRAMS

Anagrams are the fascinating brain-teasers which are now popular all over the country. The game, as everybody knows, consists of mixing the letters of a given word, adding another letter of the alphabet, and making the new word indicated by the definition.

TWO GOOD WAYS TO USE THEM

1. In newspapers as a contest, when it is necessary to buy the paper to get the coupon. This puts you in good with the editor, and, since contestants are directed to present coupons to your theatre—it increases your mailing list. It gives you much publicity. Anagrams may also be used to build your weakest day or matinee. You can give one ticket to the special matinee. The probability is that the recipient will come and bring a friend.
2. Anagrams used in your program will increase reader interest and the same course may be followed, as if used in local paper.

A WARNER BROS. SERVICE

CAN YOU SOLVE THESE ANAGRAMS!

50 *FREE TICKETS TO SEE "ILLICIT" TO THE FIRST FIFTY CORRECT ANSWERS*

Write the answers in the last column. Sign your name and address. Hand in to the cashier of the.....Theatre between 10 o'clock and 1 o'clock today—and get your free ticket to Warner Bros. "Illicit," featuring Barbara Stanwyck.

Mix "l" with "wives" and get.....to turn on a pivot
Mix "g" with "lover" and get.....to creep humbly
Mix "f" with "enamor" and get.....superintendent
Mix "s" with "couple" and get.....near view
Mix "t" with "cared" and get.....outlined

Name .....

Address .....

THE ANSWERS

1. SWIVEL
2. GROVEL
3. FOREMAN
4. CLOSEUP
5. TRACED

RHYMING ANAGRAM

Plant this anagram in program or paper a week before the name of the picture is announced, offering prizes for the first ten to discover the title.

My 1 is in dine, ...(I)
But not in eat;
My 2 is in legs, ...(L)
But not in feet;
My 3 is in light, ...(L)
But not in dark;
My 4 is in Twain .....(I)
But not in Mark;
My 5 is in come, ...(C)
But not in go;
My 6 is in ride, ...(I)
But not in row;
My 7 is in coat, ...(T)
But not in pants;
My ALL comes soon,
As a thrill-romance!

What is the title of the Warner Bros. picture which comes to the.....Theatre within the next [illegible]th?

POST CARD OVER MAILING LIST

Because of the unusual treatment of a subject now causing much discussion and comment and because the featured player, Barbara Stanwyck is a person of such amazing charm it is well worth while to send post cards to an enlarged list of patrons:

DEAR FRIEND:—

I take this means of informing you that "Illicit," featuring the Broadway stage favorite Barbara Stanwyck—will be the attraction at the.....Theatre for.....days beginning.....next. Because "Illicit" treats so entertainingly and with such intelligence, a subject of vital interest to everyone, I hope to welcome you to an early performance.

Very sincerely yours,

DRESS UP YOUR LOBBY

Here Are Your Frames

Title in red and white on yellow ground. Enlarge still No. "Illicit 26"; color in natural tints, or if possible use poster cut-out. Color blocks from bottom upwards in purple, dark blue, emerald green, dark green and light purple.

Enlarge still No. "Barbara Stanwyck 21" and tint in natural tones. Background in red, yellow and blue. Copy yellow on light blue panel and title blue and white on a white panel.

Enlarge still "Barbara Stanwyck, 23" and mount on yellow ground. Top circle red, the next dark blue with title white, stripes in yellow, white and blue. Lower panel in orange with dark blue copy.

Stills No. "Illicit, 18 and 105" on background of dark blue. Curtain in dark red with blue and white pattern. Title yellow with red outline. Copy orange on gray panel.

Your "Over the Exit" Banner

Enlarge still No. "Barbara Stanwyck, 23." Background in yellow; title orange on blue scroll with copy in black; "Barbara Stanwyck" red and date yellow on blue panel.

Your Lobby Streamer

This giant streamer can be stretched to twenty-five feet. Letters are 9 x 13, on heavy cardboard and visible for a block.

Not available at your exchange but must be ordered direct from manufacturer!

ECONOMY NOVELTY & PRINTING CO., 340 West 39th Street, New York City.

ONLY $2.00 EACH POST-PAID

Should a Man Wear a Wedding Ring? Newspaper Contest

An unusual and intriguing subject for a newspaper contest is the following question: "SHOULD A MAN WEAR A WEDDING RING?" Offer prizes for the best two-hundred-word answers pro and con which are mailed to your box office on or before a specified time. The first story to appear in newspaper, outlining the contest may be something after the following:

The newspaper contest which precedes the coming of Barbara Stanwyck as lead in Warner Bros. "Illicit" is material for many opinions of many people. "Should a Man Wear a Wedding Ring" is provocative of arguments which have to do with the double standard and the relative rights of husband and wife. The wife wears a wedding ring, presumably, to publish to the world that she is no longer in the marriage mart, that she has got her man, that no others need expect to be of interest to her. Why should the woman be the only one to put on this symbol of the union? Let everyone who has opinions on the subject, get busy with the two-hundred word answer, and send it to the.....Theatre on or before.....next. Prizes are offered for the best five which will be published in this paper. "Illicit" begins its engagement at the.....Theatre on.....next.

TRAFFIC CARDS

Make up small traffic cards to be tied to door handles of automobiles:

IT IS

"ILLICIT"

to Park More Than _____ Minutes Here. BUT You Can Park Near the _____ Theatre to see

"ILLICIT"

CATCHLINES

Unusual Revelations of a Girl's Strange Love Theories.

When Marriage Comes in the Door Does Love Fly Out of the Window?

She Wanted to Love on Inspiration Only.

Introducing a New and Greater Barbara Stanwyck.

You'll Never Forget the Theme and Remember the Story Forever.

A Love Story That Begins Where Others Leave Off.

Does Marriage Throttle Love?

Real Love Conquers a Marriage Rebel.

Absence Made Her Heart Grow Fonder.

FASHION SHOW

Stage a fashion show on your own stage, in the biggest department store or at a swanky hotel. "Illicit" is a natural for a style display for Barbara Stanwyck wears many gorgeous gowns, exquisite lingerie and other women's articles of apparel. The exhibit should be known as the Barbara Stanwyck Fashion Show. Local beauties can wear the gowns, with prizes offered by the stores furnishing the attire, for the one who wears clothes with most elegance.

WINDOW TIE-UPS

The Stills of Barbara Stanwyck offer unusual opportunities for window tie-ups. In your press and star stills you will find many featuring lingerie, beautiful clothes, and unusual hair arrangements. Use them all!

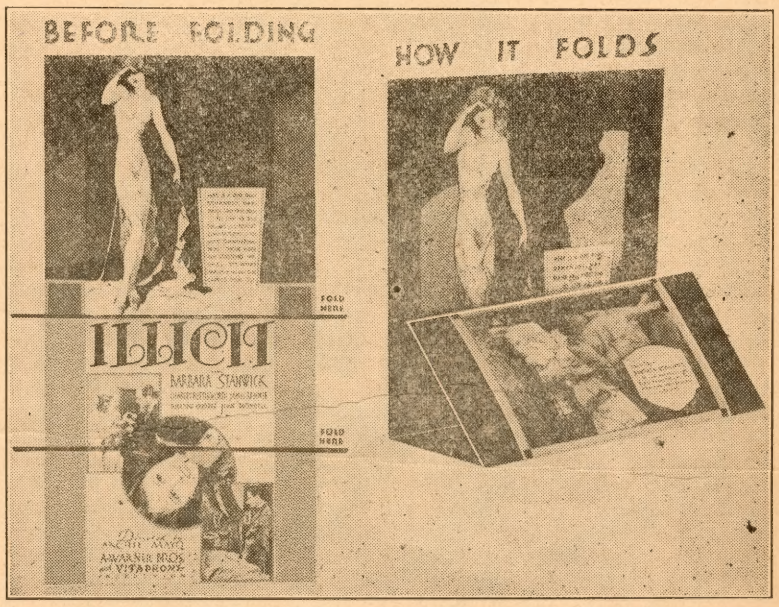
PREVIEW FOR DIVORCE JUDGE

Material for a good Sunday feature may be had by giving a preview for a divorce court judge. Arrange with your newspaper to have a member of the reportorial staff to interview the judge as to his opinions on marriage and divorce, on "companionate marriage" and the various fads of the day which are causing discussion in all circles. No more interesting subject could be found for arousing the public in the matter of "Illicit."

PAJAMA PARADE

Since modern fashion has been so prolific in fantastic creations in the pajama, and since some of the most effective scenes in "Illicit" shows Barbara Stanwyck wearing this style of negligee—it would be quite in key with the picture to arrange for a stage parade of girls in pajamas, offering prizes for those who make the most charming presentation. The store handling the pajamas will donate the prize in return for space in the ad.

IMPORTANT NOTATION ABOUT "ILLICIT" HERALD!



The above illustration shows exactly how the herald on "Illicit" must be folded. We prepared the herald this way to get an unusual and startling effect. It is printed in four colors. Each fold carries a smashing and convincing message! If you never used heralds before, the one on "Illicit" is worth making the feature unit on your entire advertising campaign.

BARBARA STANWYCK BRILLIANT AS LOVE-REBEL IN "ILLICIT"

(Advance)

"Illicit," a Warner Bros. and Vitaphone comedy-drama of modern love and marriage, comes to the _____ Theatre _____ next for a run of _____ days.

The cast that presents this daring picture is headed by Barbara Stanwyck, as a modern young woman, the daughter of divorced parents, who honestly believes that marriage is inimical to happiness, and for that reason refuses to marry her common law husband whom she deeply loves.

The tongue of Mrs. Grundy, the kindly urging of her lover's millionaire father, and that of the lover himself finally make her consent to the marriage. What happens to prove or disprove her theories—make up the enthralling picture. Those who appear with Miss Stanwyck are James Rennie, Natalie Moorehead, Joan Blondell, Chas. Butterworth, Ricardo Cortez and Claude Gillingwater. Harvey Thew did the adaptation from the play of Edith Fitzgerald and Robert Riskin. Archie Mayo directed.

"Illicit" deals with a delicate subject in such a way as to create a really moving bit of life, intensely human, amusing on occasion, and always understandable.

The performance of Barbara Stanwyck is one of the most brilliant since the coming of the talking picture. She is so wholesomely feminine, so frankly bewildered by her "theories" and so appealing in appearance and manner that she unwittingly dominates every scene whether present or absent.

JOAN BLONDELL AS DUKIE IN "ILLICIT"

(Advance)

Joan Blondell, who portrays a featured role of Dukie, a playgirl of Broadway, in "Illicit," the Warner Bros. and Vitaphone production presenting Barbara Stanwyck and James Rennie, which comes to the _____ Theatre _____ next, is the eldest daughter of Eddie Blondell, famous vaudeville comedian and known the world over as "The Katzenjammer Kid." Archie Mayo directed "Illicit" which is a daring story of modern love and marriage.

SENSATIONAL NEW STAR

Barbara Stanwyck

Cut No. 28; Cut 15c, Mat 5c

BUTTERWORTH LENDS FUN TO "ILLICIT"

(Advance)

Charles Butterworth, the inimitable comedian, who plays a featured role in support of Barbara Stanwyck and James Rennie in "Illicit," the Warner Bros. and Vitaphone comedy-drama which comes to the _____ Theatre _____ next, is a member of the Indiana State Bar. He attended the University of Notre Dame and was admitted to the bar in 1923. The Butterworth humor is absolutely individual and it delightfully heightens the dramatic power of "Illicit." Others in the cast are Natalie Moorehead, Riardo Cortez, Joan Blondell, and Claude Gillingwater. Archie Mayo directed.

(Review)

"Illicit" a Thrilling and Modern Romance with Miss Stanwyck

_____THEATRE: Warner Bros. present "Illicit," featuring Barbara Stanwyck. Based on the play "Illicit," by Edith Fitzgerald and Robert Riskin. Screen play and dialogue by Harvey Thew. Directed by Archie Mayo. The cast includes James Rennie, Charles Butterworth, Joan Blondell, Natalie Moorehead, Ricardo Cortez and Claude Gillingwater.

Barbara Stanwyck achieves the supreme triumph of her career in "Illicit," the startling comedy-drama of modern love and matrimony which opened last night at the_____Theatre.

She plays the part of a Park Avenue society girl, who, while desiring the love of her special young man-about-town, objects to his insistence that they conform to convention and marry, fearing that the ceremony will be the end of romance. Though she finally does consent to marry, it is with many scruples.

That the calamity she feared did happen, may be well imagined but what happened after she went back to live in her own apartment to regain her individuality—and what didn't happen—is the gist of one of the most consistently entertaining plays of the year.

The lover is played by handsome James Rennie; his father by Claude Gillingwater — the first courtly old gentleman that that sterling actor has created for many a day. Charles Butterworth—most unique of all Broadway funny men—acts the part of an inebriated and woozy friend of the family—with his [illegible] Joan Blondell as his companion in ribaldry. Then there is that blonde menace of all bonde menaces, Natalie Moorehead—and Ricardo Cortez successfully playing an unsuccessful suitor. Don't miss "Illicit"—intriguing—sophisticated—human—different.

(Current)

Why Barbara Was Chosen For Title Role in "Illicit"

In selecting Miss Stanwyck to play the role of Anne Vincent in "Illicit," now at the_____ Theatre, Jack Warner was influenced by her ability to portray delicate sex situations in a subtle and inoffensive manner. The story of the picture is a daring one. As Anne Vincent, Miss Stanwyck is seen as an ultra-modern daughter of high society who has her own thoughts on life and love. She does not think husbands make good lovers and prefers a life with her sweetheart that defies convention, rather than be united with him in wedlock.

Although she cares nothing about what gossips say and think, she finally yields to the importunities of her friends and her lover and marries him. A year of married life then follows at the end of which time there has been a gradual cooling of her husband's ardor. He still loved his wife, but in a matter of fact way. The bane of married life, that taken for granted attitude, which in her mind often marks the difference between a husband and a sweetheart and which she dreaded in the beginning, bids fair to wreck their marriage. The steps she then takes, her heart aches and struggles, would have made the picture an intense drama if it weren't for the comedy relief provided by Charles Butterworth, who as the good natured souse, injects his droll humor into the picture to such an extent that the producers bill "Illicit" as a comedy-drama.

WARNER BROS. *Present*

RIVOLI

New Fashioned Theories In Old Fashioned Love! It starts where others leave off. You can't forget the startling theme. You can't forget this lovely girl!

JAMES RENNIE
The boy who wanted to marry!

BARBARA STANWYCK
The girl who wasn't the marrying kind!

ILLICIT

with BARBARA STANWYCK

Charles Butterworth, James Rennie, Ricardo Cortez, Joan Blondell and Natalie Moorehead

The Sensational Theme Will Keep You Thinking! The Sensational Star Will Keep You Raving!

Cut No. 12; Cut 40c, Mat 10c
256 Lines

Are Marriage Bonds Good Security for Love?

This new star . . . so warm and vibrant . . . so brilliantly different . . . This new picture . . . so bold, so truthful . . . a million wives, husbands and lovers will see themselves in this story. . .

New theme. New star! New idea in screen drama!

Broadway at 47th St.
Twice Daily 2:45 - 8:45

Warner Bros. EARLE

Cut No. 6—Cut 40c; Mat 10c
150 Lines

DARING "ILLICIT" SCREENED BEFORE IT IS STAGED

(Current)

A departure from the customary treatment given new plays, was accorded "Illicit," the comedy-drama by Edith Fitzgerald and Robert Risken, when Warner Bros. filmed the play before it had appeared on the stage. The picture is now to be seen on the screen at the _____ Theatre with Barbara Stanwyck, James Rennie and Chas. Butterworth in the featured roles.

In the past, it was the established custom of movie producers to film only stage plays that have been tried before the footlights, where the audience reaction could be used as a guide in determing in the minds of movie men, the screen value.

Warner Bros. officials were so impressed with the story of "Illicit" that they arranged with the authors for the filming and release of the picture before the play was produced on the stage, the exact reverse of past performances.

"Illicit" deals with an ultra modern society girl, played by Barbara Stanwyck, who refuses to marry her sweetheart because she does not think men make as good lovers in wedlock, as they do out of it. It is a daring story that required very delicate handling and it was because in their opinion, the authors had treated an unusual plot with rare good taste, that Warner Bros. bought and produced the story. It is a type of story that could not have been brought to the screen but for the invention of talkies. Like many of the greatest stage comedy dramas, it is not suitable material for a silent film portrayal. Dialogue characterizations and brilliant lines characterize the entire atmosphere of the plot.

Cut No. 13; Cut 20c, Mat 5c

(Biographical Feature)

MAYO DIRECTORIAL GENIUS EVIDENCED BY "ILLICIT"

Archie Mayo, Warner Brothers director, whose latest production is "Illicit," now showing at the _____Theatre, is the screen's most versatile craftsman.

Archie L. Mayo

Cut. No. 33—Cut, 15c; Mat., 5c

Thoroughly [s]killed in artistic and technical phases of his profession, Mayo directs comedy-drama—musical productions — in fact, any type of screen entertainment, with equal success.

"Although all types of screen stories demand a different style of treatment," says Mr. Mayo, "the most important item in the making of a talking picture is the story. Without a good story, a picture cannot be a success."

Mr. Mayo's father was a New York tailor, whose most famous relatives, so Archie says, were Adam and Eve. After graduating from Manhattan grade schools, and preparatory institutions, the ambitious youth betook himself to Columbia University, where he won high honors — and, incidentally great popularity, as a wit.

Globe trotting next became his hobby and he toured Europe, taking in Australia as a side line. It was in 1912 that he appeared before the footlights. All the while this topsy-turvy old world was amusing him to such an extent that he was trying his hand at jazz songs and melodies. It was in this period that he wrote book and lyrics for the musical [illegible] fying Broadway run.

Archie L. Mayo's cleverness at gags naturally led him the way of all wise-crackers, to Hollywood His initial work was the gagging of forty comedies for Jack White.

For Warner Bros. he has directed "Crimson City," "Beware of Married Men," "Slightly Used," "The College Widow," "Dearie," "State Street Sadie," "My Man," "On Trial," "The Sap," "The Sacred Flame," "Wide Open," "Nancy from Naples," "Sonny Boy," "Courage," "The Doorway to Hell," "The Sacred Flame" and "Illicit."

"ILLICIT"

Illegal and unlicensed according to the dictionary—

"Merely being modern" — according to Anne Vincent, heroine of "Illicit."

(Biographical)

NATALIE MOOREHEAD HERE IN "ILLICIT"

Natalie Moorehead, who has an important role in "Illicit," now playing at the_____Theatre, is one of Hollywood's most attractive blondes.

She is a Pittsburgh girl who started her stage career in "The Baby Cyclone" company in Trenton, New Jersey. Later she came to Hollywood and appeared in several of Henry Duffy's most successful stage plays. A short time after her arrival in Hollywood, she landed a contract with one of the [illegible]er studios and appeared in such [illegible]ures as "Through Different Eyes," and "The Girl from Havana."

She made her debut with Warner Bros. in a Vitaphone Variety, and since that time has made many pictures with them.

She has appeared in "The Office Wife," "Divorce Among Friends," "Illicit" and other Warner pictures. In "Illicit" she plays part of the girl who hopelessly loves the other woman's husband.

(Review)

BARBARA STANWYCK SUPERBLY PORTRAYS "ILLICIT" HEROINE

"Illicit," the startling comedy-drama of modern love and matrimony which opened an engagement last night at the_____Theatre, was heartily acclaimed by the large audience as one of the most consistently entertaining pictures of the year.

Barbara Stanwyck magnificently portrays the role of Anne Vincent, a Park Avenue society girl who objects to marrying her common-law husband, for fear that with the ceremony, romance will die. She does marry—and what she expected would fade with time, does fade — but that's not the story. Those in the cast are James Rennie, as the lover; Claude Gillingwater as his courtly millionaire father; Natalie Moorehead as a blonde vamp who does not succeed in remaining among the "preferred"; Charles Butterworth as a glorious souse and Joan Blondell as his confederate in tomfoolery. Ricardo Cortez successfully plays an unsuccessful suitor. Archie Mayo directed. Whatever you must miss, don't miss "Illicit."

ROXY

As new as tomorrow—with the sensational star of today!

Cut No. 10 Cut, 20c; Mat 5c
67 Lines

Theatre Name and Policy

She wanted romance to live forever — so she protected it against matrimony!

WARNER BROS.
Present

ILLICIT

It starts where others leave off. Carries you through new and unusual adventures. It makes you think! It makes you cry! It makes you laugh! It makes you wonder! It makes you say "It's the best picture I have ever seen!"

With a Greater

BARBARA STANWYCK

It's like discovering a new star and adding her to the old one.

also

CHARLES BUTTERWORTH JAMES RENNIE, RICARDO CORTEZ, JOAN BLONDELL

A Warner Bros. Vitaphone Picture

A Problem As Old As the World in a Story As Modern As Tomorrow!

Cut. No. 16—Cut, 60c; Mat., 15c

588 Lines

WARNER BROS.
Present

STRAND

She was in love with love — and wanted to stay that way.

with the sensational new screen star
BARBARA STANWYCK
James Rennie
Charles Butterworth
Ricardo Cortez and
Joan Blondell

Cut No. 11—Cut, 20c; Mat, 5c
70 Lines

BARBARA STANWYCK CHARMS AS MODERN WIFE IN "ILLICIT"

(Advance)

Barbara Stanwyck brilliantly depicts Annie Vincent, an ultra-modern girl who loves but objects to marriage, while James Rennie portrays the role of her lover, Dick Ives, son of a rich New Yorker in "Illicit," the Warner Bros. and Vitaphone production which comes to the _____ Theatre _____ next.

Anne Vincent, who is living as the common law wife of Ives, objects to marriage, maintaining that this convention is not necessary to happiness, while the man in the case has conflicting ideas and tries to get her to do the orthodox thing and marry. This she does—and then the drama begins.

Claude Gillingwater portrays the role of the sympathetic father of young Ives, while Charles Butterworth, New York stage comedian, as the friendly young-man-about-town who is perpetually drunk, gives one of his most ludicrous impersonations.

Natalie Moorehead is convincing as the blonde menace, Ricardo Cortez the disgruntled former lover, and Joan Blondell, a gay baby, who is the gossiping friend of all parties concerned.

"Illicit" is an adaptation of the play of Edith Fitzgerald and Robert Riskin. Harry Thew did the scenario and Archie Mayo directed.

(Review)

"ILLICIT" GREAT VEHICLE FOR DISPLAYING UNIQUE GENIUS OF INIMITABLE BARBARA STANWYCK

.....THEATRE: Warner Bros. present "Illicit," featuring Barbara Stanwyck. Based on the play "Illicit," by Edith Fitzgerald and Robert Riskin. Screen play and dialogue by Harvey Thew. Directed by Archie Mayo.

THE CAST

ANNE VINCENT .....*BARBARA STANWYCK*
Dick Ives .....*James Rennie*
Georgie .....*Charles Butterworth*
Dukie .....*Joan Blondell*
Margie ..... *Natalie Moorehead*
Price Baines .....*Ricardo Cortez*
Ives, Sr. .....*Claude Gillingwater*

Last night's audience at the _____Theatre enthusiastically received "Illicit," an ultra-modern sex drama treating of a question that might have been objectionable but for the deft direction of Mr. Mayo and the superlative acting of Barbara Stanwyck as the girl who believes that marriage destroys love.

Miss Stanwyck makes every situation understandable and captivating feminine, dominating the play whether on or off the screen. Not but what her support is good. James Rennie is the adored lover whom she marries under protest. Claude Gillingwater for the first time in the writer's memory is cast as a courtly old gentleman father of the groom.

Then there is that rare Broadway comic, Charles Butterworth, whose quizzical, rather dazed state of inebriety sets the audiences into gales of mirth, and roguish Joan Blondell as a second to his fun. Natalie Moorehead is at her best as the vamping blonde—a serious and determined one—and at the last a rather pathetic figure. And Ricardo Cortez successfully portraying an unsuccessful suitor. Altogether delightful—"Illicit," one of the plays you really ought to see.

"ILLICIT" PROVES DARING EXPOSE OF MODERN LOVE

(Advance)

"Illicit," Warner Bros. and Vitaphone version of the daring play by Edith Fitzgerald and Robert Riskin, is announced as the next attraction at the _____Theatre, beginning next _____.

Adapted to the screen by Harvey Thew, this film brings to the screen a gripping story of modern life, frankly dealing with the lives of a man and woman who could not agree about marriage.

Barbara Stanwyck, seen in the starring feminine role, plays the part of the free-thinking girl, while James Rennie, well known Broadway stage star, depicts the role of the wealthy young man who wants a family and home. The compelling humanity of "Illicit," which is created by story, stars, photography, recording and direction of the highest quality—makes a picture worth going miles to see.

The all star supporting cast includes Charles Butterworth, Ricardo Cortez, Joan Blondell, Natalie Moorhead and Claude Gillingwater. Archie Mayo directed.

Rare Perfume Bottles Seen in "Illicit"

Perfume bottles, many of which once graced the boudoirs of such famous personages as Marie Antoinette, Madame Pompadour and the Divine Sara Bernhardt, are seen in many scenes of "Illicit."

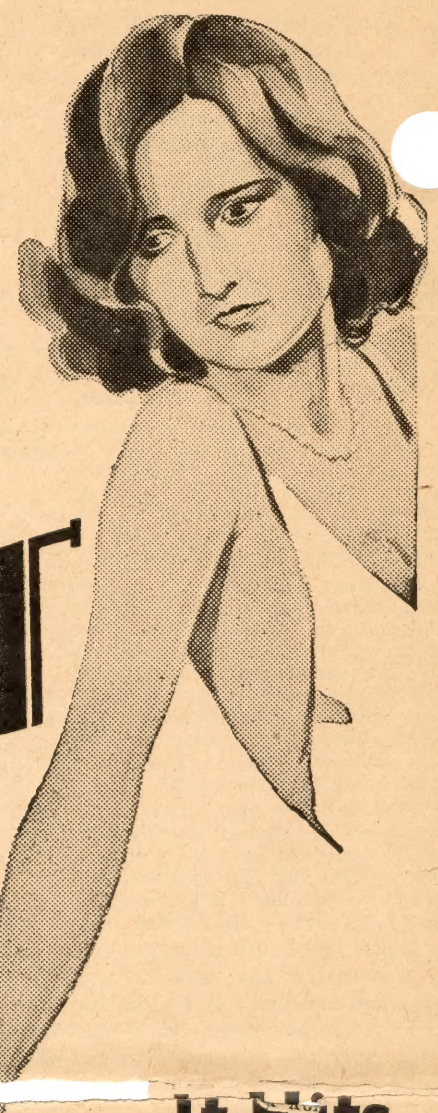
Cut No. 13 Cut 20c Mat 15c
15 Lines

PANTHEON

Does The Marriage Certificate Spell Doom To Romance?

This modern girl watched all her fashionable friends fall into marriage and out of love. So she decided to fall in love and stay in love at all costs!

SEE HOW SHE DOES IT!



WARNER BROS.
Present

ILLICIT

(Stolen Sweets Must Be Paid For)

With the New BARBARA
STANWYCK
CHARLES BUTTERWORTH
JAMES RENNIE, RICARDO
CORTEZ, JOAN BLONDELL

It Hits

the most sensitive spot in your make-up! Strikes at your innermost thoughts — and leaves you wondering in astonishment at its frank, sincere depiction of society's most startling problem.

A Warner Bros. and Vitaphone Picture

Cut No. 18—Cut, 60c; Mat. 15c

423 Lines

"ILLICIT" MALE LEAD DOROTHY GISH MATE

(Advance)

James Rennie, who plays the featured male role in "Illicit," the Warner Bros. and Vitaphone production which comes to the _____ Theatre _____ next, is married to Dorothy Gish, former screen actress, and did his first picture work with her in 1921 at the old D. W. Griffith studios. Until the advent of talkies he preferred the stage to the screen. During the World War he served in France as a pilot in the British Royal Flying Corps.

The "Illicit" cast is headed by beautiful Barbara Stanwyck, as the woman who wants love but objects to marriage. Others in the cast are Charles Butterworth, Natalie Moorehead, Joan Blondell, Ricardo Cortez and Claude Gillingwater. Archie Mayo directed.

FINE SCREEN VOICES IN STIRRING "ILLICIT"

Four of the finest speaking voices of the screen greatly enhance the dramatic values of "Illicit," the Warner Bros. and Vitaphone comedy-drama of modern life, now at the ..... Theatre.

The voices belong to Barbara Stanwyck, James Rennie, Ricardo Cortez and Joan Blondell. Archie Mayo directed. "Illicit" is an amazingly human presentation of modern ideas of love and marriage.

BARBARA STANWYCK SUPERB IN "ILLICIT"

(Advance)

Barbara Stanwyck, who is featured in "Illicit," the Warner and Vitaphone version of the ing play which comes to the _____ Theatre _____ next, was born in Brooklyn, N. Y., on July 6th, 1907, and made her first stage appearance when sixteen at the Strand Cabaret.

Cut No. 21—Cut, 40c; Mat., 10c

56 Lir

LUCKY BREAK LANDS CORTEZ

(Biographical Feature)

Ricardo Cortez, who plays one of the featured roles with Barbara Stanwyck and James Rennie in Warner Bros. daring comedy-drama, "Illicit," now at the ..... Theatre, got into motion pictures through a mistake. A misplaced pencil mark on a theatre program put Cortez in the movies.

It all dates back to 1922 when a Pathe Studio executive, impressed [illegible] certain young man appearing [illegible]e New York musical comedy, "[illegible] Boy," decided to get in touch with this promising young man next day and offer him a chance in the movies. He made a mental note of the name and also checked it on the theatre program. The next day he handed his stenographer the program and asked her to call the name checked. About an hour later a handsome young man appeared in answer to the telephone call and was immediately ushered into the executive's office where he introduced himself as Ricardo Cortez.

"But there must be some mistake," said the amazed studio official, "you are not the man I wished to see." It was not until he looked at the program that he realized the error was his own—he had checked the wrong man.

However, the official, after apologizing for his mistake, invited Cortez to remain for a chat and when Cortez left the office, he took with him the other fellow's chance. He had been signed to play a featured role in "The Fringe of Society," in which picture he made his motion picture debut.

His most important pictures include "Feet of Clay," "Pony Express," "Society Scandal" with Gloria Swanson and "Truant" with Greta Garbo. Cortez, like many players of silent films who gradually lost out, made his big comeback with the advent of the talkies where his fine speaking voice stood him in good stead.

"Illicit," which is a daring story of a high society girl whose theory, that husbands do not make good lovers, prompts her to prefer living out of wedlock with the man she loves, rather than being married. For the first time in his long screen career, Cortez, in his role of a wealthy man about town, fails to win the girl of his heart's choice in the picture.

Others in the cast with him are Charles Butterworth, Joan Blondell, Natalie Moorehead and Claude Gillingwater. Archie Mayo directed.

Here She Is! BARBARA STANWYCK

The Most Sensational Screen Find in the Last Five Years!

She brings a new kind of personality to the screen in

ILLICIT

It took a great picture to bring out her hidden genius!

with

Charles Butterworth, James Rennie, Ricardo Cortez. Joan Blondell

Cut No. 9—Cut, 20c; Mat, 5c
88 Lines

Followed the Organ Man

Barbara Stanwyck, featured in "Illicit," the Warner Bros. and Vitaphone picture now at the ..... Theatre, first danced after fame at the heels of a hurdy-gurdy man.

"Illicit" Features Barbara Stanwyck As Modern Wife

(Advance)

Barbara Stanwyck, who is featured with James Rennie in "Illicit," the new Warner Bros. and Vitaphone production opening at the ..... Theatre next....., achieved one of her pet ambitions by playing the leading feminine role in this particular picture.

The stage play of the same name by Edith Fitzgerald and Robert Riskin has only appeared in printed form, and it was while Miss Stanwyck was reading it several months ago that she became interested in the part and decided that she would like to portray the role. She soon gave up the idea, however, and gave it no further thought.

But fate was kinder than she expected, and the day came when she received a telephone message from Warner Bros. informing her that she had been selected for the very role which had so struck her imagination.

In "Illicit," a daring story of ultra-modern life, Miss Stanwyck is seen as a sophisticated young woman who wishes for love, but not with marriage as the price.

Charles Butterworth, Ricardo Cortez, Joan Blondell, Claude Gilingwater and Natalie Moorehead appear prominently in the supporting cast. Harvey Thew wrote the screen adaptation and dialogue. Archie Mayo directed.

Unusual Theme

"Illicit," the Warner Bros. and Vitaphone production which comes to the ..... Theatre ..... next, has the unusual theme of the modern ideas of a woman making her fear the matrimonial ties as something that would kill love. Barbara Stanwyck magnificently plays the role, others in the cast being James Rennie, Charles Butterworth, Joan Blondell, Natalie Moorehead, Ricardo Cortez and Claude Gillingwater. Archie Mayo directed.

Everywhere! Everybody! Talking [illegible] about the unusual theme! Don't take sides until you've seen it. For there's something too deep, too sensitive, to be expressed in words!

with

Barbara Stanwyck, Charles Butterworth, James Rennie, Ricardo Cortez and Joan Blondell.

Warner Bros.
HOLLYWOOD

Cut No. 5; Cut 40c, Mat. 10c 240 Lines

JAMES RENNIE and BARBARA STANWYCK

Scene from "Illicit" - A Warner Bros. Production

Cut No. 22 *Cut 30c* *Mat 10c*

BARBARA STANWYCK FIRST WON WIDE NOTICE BY APING LOUIS WOLHEIM IN "THE HAIRY APE"

Barbara Stanwyck got her real start in the theatrical world by impersonating Louis Wolheim in "The Hairy Ape" at the Globe Theatre in Brooklyn, N. Y. Miss Stanwyck, who is featured in "Illicit," the Warner Bros. and Vitaphone comedy-drama of modern life which is now showing at the ..... Theatre, was born in Brooklyn, on July 6, 1907.

BarbaraStanwyck

Cut No. 27
Cut 15c, Mat 5c

From earliest childhood dancing attracted her, and she never lost an opportunity to learn and execute new steps. When she was sixteen she somehow managed to convince the chorus master at the Strand Cabaret that she could dance. He gave her an opportunity, and she made good. A chorus engagement in the musical show "Keep Cool" followed.

It was during the run of "Keep Cool" at the Globe Theatre, that Miss Stanwyck first received recognition. She and five other girls were picked to do imitations of the principals. Barbara's bit was to impersonate Louis Wolheim as the "Hairy Ape." She did the part so well that Ziegfeld, who eventually bought the entire production of "Keep Cool," kept her in his Follies for two seasons. This was followed by another period of dancing in N.Y. cabarets, including the Club Anatole, and an engagement in Shubert's "Gay Marie."

Miss Stanwyck's real chance came in the Willard Mack play "The Noose." She was engaged for a small bit in a cabaret scene, and did her part so well during rehearsals that Mack gave her a few lines to read. Again she scored, and when the show opened Mack promoted her to the lead.

Arthur Hopkins saw her in this play, and seeking a girl to head his stage production of "Burlesque," signed her for the part. Her success in this role established her definitely as a Broadway star.

While appearing in "Burlesque" she was signed by Columbia to play in "Mexicali Rose." This was followed by "Ladies of Leisure," "Locked Doors," and "Illicit" for Warner Bros. Miss Stanwyck is married to Frank Fay, well known stage and screen actor.

"Illicit," which is taken from the play by Edith Fitzgerald and Robert Riskin, is adapted to the screen by Harvey Thew. Those appearing with Miss Stanwyck are James Rennie, Ricardo Cortez, Natalie Moorehead, Claude Gillingwater, Charles Butterworth and Joan Blondell. Archie Mayo directed.

Cut No. 20; Cut 40c, Mat 10c *56 Lines*

NOTRE DAME LAW GRAD QUAINTEST OF COMICS

(Biographical Feature)

Charles Butterworth, Broadway's "dead-pan" entertainer, is one of the very few comedians who does not have to speak a word on the stage to get a laugh from the audience. His droll type of comedy is so distinctive that it won for him the featured comedy role opposite Barbara Stanwyck in the Warner Bros. and Vitaphone comedy-drama, "Illicit," now at the ..... Theatre.

He was born in South Bend, Indiana, July 26, 1899, and after attending the public schools of that city, entered Notre Dame University where he studied law. Upon graduating with honors, he passed the Indiana State Bar examination, and amid the great rejoicing of his father, who was a prominent surgeon in South Bend, and the adulation of his mother, Butterworth hung out his shingle.

Perhaps it was while waiting for clients to come to him, that the young barrister developed his quaint sense of humor which is so popular today, but in any event after two years as a lawyer, Butterworth succumbed to the lure of the stage which had always held a fascination for him. He took down his shingle and hied himself to Chicago in search of a stage career.

After knocking around the theatres in that city with most disheartening and discouraging results, in 1924 he made his stage debut in a piano-monologue number at the Orpheum Theatre in two more weary years of openings and closings on a small vaudeville circuit. His "break" finally came when through the good offices of J. P. McEvoy, prominent playwright and novelist who also claimed Notre Dame as his Alma Mater, Butterworth was granted an audition in "Americano," at the New York Belmont Theatre in the fall of 1926. He delivered his famous [illegible] mendous applause with which it was received established him as a great comedian.

From then on this Hoosier boy's star kept rising. The following season found him playing a prominent role in the Broadway success, "Allez Oop." After that he appeared as the featured comedian in Arthur Hammerstein's "Good Boy." His excellent work in "Good Boy" was responsible for a prominent role in "Sweet Adeline," and it was while he was appearing in that show that Warner Bros. signed him to appear in the Vitaphone production, "The Life of the Party," opposite Winnie Lightner.

In that picture he is a sappy looking Kentucky horseman who does about everything possible to spoil Winnie's gold-digging game, always popping up at the most inopportune time. He finally persuades Winnie to marry him in order that he may be able to forget her

Again Butterworth clicked and his engagement in "Illicit" followed. In the picture, which is a daring tale of an ultra-modern society girl who prefers love out of wedlock to marriage, Mr. Butterworth depicts the role of a ludicrously solemn tippler.

"Illicit" is his second picture, and though the comedian is anxious to return to New York for a visit, he prefers the movies to the stage. Others in the cast with him are James Rennie, Joan Blondell, Natalie Moorehead, Ricardo Cortez and Claude Gillingwater. Archie Mayo directed.

MAYO PITCHES VOICES TO PIPE

(Current)

What might be called a new-old device was employed by Director Archie Mayo to aid the recording of players' voices during the filming of "Illicit," the Warner Bros. sophisticated comedy drama featuring Barbara Stanwyck, which is now playing at the ..... Theatre. Mayo utilized a pitch-pipe, and [illegible] after several tests was able to find the exact pitch at which the words recorded at their best. Before beginning a scene, he would blow the correct pitches for the various players. They followed the pitch as a singer does, using the initial note as the basis.

Begins Saturday

THEATRE NAME

The Most Discussed Drama of the Age!

"A real, throbbing portrayal, realistic and convincing. Barbara Stanwyck lives her role."
—*N. Y. Eve. World.*

ILLICIT

The Story of Tomorrow with the Girl of Today!

BARBARA STANWYCK

CHARLES BUTTERWORTH
JAMES RENNIE, RICARDO CORTEZ, JOAN BLONDELL

A WARNER BROS. & VITAPHONE REG. TRADE MARK TALKING PICTURE

New fashioned theories in old fashioned love!

Cut No. 17—Cut 60c; Mat 15c 306 Lines

Never Such a Story! Never Such a Star!

10 Years

From Now — They'll Be Talking About the Picture the STRAND Is Showing Today —

ILLICIT

(Stolen Sweets Must Be Paid For)

The Story of New Fashioned Theories in Old Fashioned Love!
with
BARBARA STANWYCK
James Rennie and Charles Butterworth

Now!
STRAND

A WARNER BROS. & VITAPHONE REG. TRADE MARK TALKING PICTURE

Cut No. 3; Cut 40c; Mat 10c 166 Lines

"ILLICIT" REVEALS LOVE SECRETS

(Advance)

With a cast headed by Barbara Stanwyck and James Rennie, and including such well known stage and screen players as Charles Butterworth, Ricardo Cortez, Joan Blondell, Natalie Moorhead and Claude Gillingwater, "Illicit," Warner Bros. latest Vitaphone production, will open at the ..... Theatre next ....., for a run of ..... days.

Taken from the play by Edith Fitzgerald and Robert Riskin, "Illicit" offers something new and daring in a story of modern life, dealing frankly with the lives of a woman who wanted love but not marriage, and a man who insisted upon a home and family.

Archie Mayo directed this gripping story from the screen adaptation by Harvey Thew.

OLD GROUCH TURNS SWEET-TEMPERED

For an actor to gain a reputation in a particular kind of role is like giving a dog a bad name; that sort of a part keeps tagging at his heels for the rest of his career. That is the bane of the character actor's life—always to be cast in the sort of role in which he has made his biggest success. Ask Claude Gillingwater!

In "Illicit," Warner Bros. talking picture featuring Barbara Stanwyck as a girl afraid to marry the man she loves for fear the wedding ring will blast the romance from her extra-legal relationship and cool the man's love, Claude Gillingwater is cast as a sweet-tempered, understanding and lovable old man.

"Illicit" is now at the ..... Theatre.

Hurdy-Gurdy Began Barbara's Career

Lots of people have aversions to hurdy-gurdies, but it was one of these street organs that is responsible for Miss Barbara Stanwyck's appearing in "Illicit," at the ..... Theatre.

For it was the music of a hurdy-gurdy in the streets of Brooklyn that started Barbara Stanwyck dancing while she was still of tender years. And she danced right into the front ranks of stage stars and into starring roles on the screen.

"Illicit" is her most important screen contribution to date. James Rennie, Ricardo Cortez, Joan Blondell, Claude Gillingwater and Chas. Butterworth are in the cast.

BARBARA STANWYCK and RICARDO CORTEZ

Scene from "Illicit" - A Warner Bros. Production

Cut No. 23; Cut 30c, Mat 10c

An Important Message To All Toledo About

"ILLICIT"

The Most Discussed Picture of the Year!

We offer "Illicit" with a combination of great interest and pride.

The comment which "Illicit" has aroused forces us to realize it is more than an effort at entertainment.

The story, which already has developed into an issue, is of a clean, healthy girl who prefers to live her romance strictly according to her own personal and unusual ideas.

We do not say this is true of our modern generation. Never-the-less that's the story of "Illicit."

We ask you—please, try to understand the spirit in which "Illicit" has been produced.

Once in a generation comes such a vehicle which surpasses the heights of entertainment to leave with you a startling impression that you will wonder over and discuss for many a day to come.

See It For Yourself Before Your Friends Tell You About It!

with

BARBARA STANWYCK

CHARLES BUTTERWORTH
JAMES RENNIE, RICARDO CORTEZ

Begins Tomorrow

METROPOLITAN

264 Lines

New Kind of Role for James Rennie

"Illicit," the Warner Bros. production which comes to the ..... Theatre ..... next, features Barbara Stanwyck and James Rennie. Rennie, who has won such favor with the picture public, is cast as a lover who wishes his sweetheart to marry him, while she feels that matrimony is a death-blow to love. Others in the cast are Charles Butterworth, Joan Blondell, Natalie Moorehead, Ricardo Cortez and Claude Gillingwater. Archie Mayo directed.

James Rennie is a Canadian. He graduated from the Collegiate Institute in Toronto, majoring in English. Though the school did not offer a course in navigation, this subject occupied the off hours of the screen favorite. Later his mind turned to air navigation and he was a pilot in the British Royal Flying Corps during the World War. Among his outstanding pictures are "Clothes Make the Pirate," "His Children's Children," "Girl of the Golden West" and "The Bad Man."

A RISING STAR

"Illicit," the Warner Bros. production featuring the beautiful Barbara Stanwyck, presents pert blonde Joan Blondell in another of the hard-boiled roles which have made her so popular. The oldest daughter of vaudeville's famous "Katzenjammer Kid" is destined for stardom at no distant date. Others in the fine cast are James Rennie, Charles Butterworth, Natalie Moorehead, Ricardo Cortez and Claude Gillingwater. Archie Mayo directed.

Butterworth From Stage

Charles Butterworth, whose whimsical fun-making adds so much of the story of "Illicit," the Warner Bros. production which comes to the ..... Theatre ..... next, has won for himself a unique place on Broadway where his odd humor is invariably greeted by howls of approval. "Illicit" features beautiful Barbara Stanwyck. Others in the cast are James Rennie, Joan Blondell, Natalie Moorehead, Ricardo Cortez and Claude Gillingwater. Archie Mayo directed.

(Feature)

"Illicit" Director Stresses Need for Natural Voices

The superfluous voice affectation of the stage is finding no room on the talking screen. Such is the opinion of Archie Mayo, who directed "Illicit," the Warner Bros. and Vitaphone picture which is running at the.....Theatre featuring Barbara Stanwyck and James Rennie.

"Stage voices as trained in the 'old school,' claims Mayo, "are almost taboo in talking pictures today. No longer does the public want to hear the villain hiss his S's or roll his R's, nor does the public wish to listen to leading characters who speak with an affected accent or use other unnecessary intonations. This does not apply of course, to players cast in some particular foreign characterization, where it would be natural to speak with an accent.

"There is probably no better example of natural voice reproduction," declares Mayo, "than found in 'Illicit.' A modern American story with modern American characters, this picture brings to the screen a cast of stage and screen artists who speak their lines and react to situations as anyone would normally do in real life. In fact four of the finest speaking voices of the screen greatly enhance the dramatic value of the picture. These voices belong to Barbara Stanwyck, James Rennie, Ricardo Cortez and Joan Blondell.

"With the exception of Cortez, who is a picture veteran, the rest have been comparatively recently recruited to the screen, but all of them received the proper kind of training on the stage. And it is this stage training that has made them valuable in talking pictures.

"Illicit" Thrills

"Illicit," the Warner Bros. production now at the..... Theatre, is one of the most human and thrilling expositions of the modern theories of love vs. the tried practice of the ages. Beautiful Barbara Stanwyck plays the lead, with James Rennie, Charles Butterworth, Joan Blondell, Natalie Moorehead and Ricardo Cortez Archie Mayo splendidly directed the unusual picture. ""Illicit" has caused much discussion. It is the sort of play that makes people think.

She's the Girl of the Hour!

Cut No. 4 *Cut 40c* *Mat 10c* 134 Lines

(Feature)

LIFE, LIBERTY AND THE PURSUIT OF LOVE

The relationship of man and woman in marriage is one of the most fruitful sources of drama to be found. It poses many problems right to the hand of the dramatist, novelist and scenarist.

Is the institution of marriage doomed? Is marriage sex slavery? Is the wife the prisoner? Is the wedding ceremony the enemy of love? Many novels, plays and pictures have been written around these questions, but there are always new and engrossing angles to the problems the marriage relationship poses. A number of them have been caught by Edith Fitzgerald and Robert Riskin in "Illicit," an unproduced play which Warner Bros, have just made into the Vitaphone talking picture under the same title, now showing at the.....Theatre, with Barbara Stanwyck and James Rennie in the leading roles, under the direction of Archie Mayo.

Miss Stanwyck, whose big stage advantage; he is unsurpassed [illegible] offers her one of the finest screen roles of the year—a fact of which she has taken the fullest possible advantage, according to reports emanating from the studios and from exhibitors and others who have seen it in the projection room.

"Anne Vincent," says Miss Stanwyck, "is a girl deeply in love. 'Illicit' is the love story of a girl who thought the wedding ring would kill love. She believed in the new declaration of woman's sex independence—Life, Liberty and the Pursuit of Love. She wanted freedom and love, but not a husband because she believed marriage killed love and romance. She applied to the sex relationship the pagan philosophy of Omar Khayyam and paraphrased one of his lines to read: 'Take love and let the husband go.' She wanted to be a playmate of love and not a prisoner of marriage, a slave to the wedding ring.

In that respect she is like many other women of today who believe they give up too much freedom in entering the matrimonial state, sacrifice their own individuality, and run the risk of finding that daily association with a husband quickly lessens the romance, which every woman craves, to the vanishing point. Her drama is that of the 'advanced or new woman' who has made her position in society more secure through the freedom women abrogated to themselves during the war. Many women will not agree with her theories, which she tries to put into practice, but they will find her story all the more absorbing because she does experiment with love, bringing into the open some of the sentiments that many women have secretly cherished but have lacked the courage or the opportunity openly to avow."

RIALTO

She took marriage lightly, but paid heavily. Breaking the marriage laws broke her own heart!

Love to her was everything . . . Marriage, the end of everything . . . Because in her set the wedding march usually ended at the divorce courts.

Begins Tomorrow All Seats 25c till 1 p.m.

(Stolen Sweets Must Be Paid For)

James Rennie and Charles Butterworth

with

BARBARA STANWYCK

The New Screen Star

Cut No. 15 *Cut 40c* *Mat 10c* 154 Lines

UNCONVENTIONAL HEROINE OF "ILLICIT" GIVES PERSONAL OPINIONS ON BEING MARRIED

Traditional and Experimental Views of Matrimony Come to Blows in Warner Bros. New Film, "Illicit" Soon Seen at the _____ Theatre

BARBARA STANWYCK IS MRS. FRANK FAY

Interesting Side Lights on the Marital Relation Given By Broadway Star Who Plays Leading Part

(Plant This Interesting Sunday Feature—Ed.)

By MILTON HARRIS

A bitter duel to the death between the long tested practices of marriage and the daringly experimental innovations of the matrimonial restless is carried out in a new film which will be offered movie fans in the near future. Those in Hollywood who generally see pre-views of pictures months before the film is released, are discussing the various questions raised in the cinematic drama which Warner Bros. have made under the title of "Illicit."

The writer is among those who attended a private showing of this picture, and can report that marriage as an institution is subjected to a pretty severe gruelling before it emerges victorious. The lady of this Vitaphone play, the heroine I mean, is a modern lass, bright as a new penny, who has accepted the idea current among the sophisticated that it is clever to scoff at the ties that bind.

New Love Angle

Barbara Stanwyck has this tasking role, and the picture opens with a scene between herself and her sweetheart, with whom she is involved in what is called a liaison, and more commonly an affair. But here's the rub. Generally the man in the case is the cad; he is taking [illegible] and the woman is the victimized, the helpless. Warner Bros. have introduced a brand-new twist in the old scheme of this idea. It is the man who is imploring the girl to get married. And it is the girl with her store of new ideas, who stubbornly refuse. Even the man's father comes to plead for marriage.

You must agree that here is something new in the way of plot. The woman is the resourceful type prevalent in our time. She has the so-called advanced ideas and she plays with them juggler-like. Now she flashes in the air four multi-colored balls which might be called freedom, marriage, love, captivity. She tosses them, sometime playing with the ball of marriage, then removing that, and captivity, till only love and freedom remain.

Does What She Fears

But life has a way of demonstrating that the old is good, not because people say so, but because it has been tried and tested in the alembic of experience. And in the end the lady of the modern ideas, who has had a gorgeous time with her freedom, gracefully yields and falls back for protection into the arms of a husband.

This drama is certain, if the writer may venture into prophecy, to create much interest. It is the type of film which always gets itself talked about, and which the rank and file of movie lovers, and those who are called, and call themselves sophisticates, find worth while.

Marriage Tested

Its characters are the well-to-do Long Island crowd with its wealth, country houses, and brilliance. But the drama is age-old; we were going to say as old as Adam and Eve but recollected ourselves in time. The theme is particularly pointed today, when marriage as an institution is having a pretty stiff fight, though no one in his senses can say it is even in the slightest danger of being exterminated from the social scene.

The whole theme in the picture is treated sparklingly. It is a light and airy defy at the Gibraltar strong institution of marriage. The capitulation is graceful, convincing and credible. The picture is breezy as a Spring day, and a lightness of humor gives a play even to the section when the girl revolts and insists on remaining unmarried to the man she adores.

Star's Personal Slant

So captivating is the performance of Miss Stanwyck, that I took advantage of the first opportunity to get her ideas both on the picture and on her views of matters matrimonial.

She laughed off the idea that she might possibly subscribe to the views momentarily advocated by her in the role.

"Why you know, an actress wouldn't be worth her salt if she couldn't understand and portray [illegible] the conventional and unconventional sides of life," she remarked. "It's imagination that did the work, and I can only say that if my performance in 'Illicit' was so thorough as to deceive you into thinking I must hold the views of anti-marriage, why then I think it's a graceful compliment, and you have my thanks.

Most Marriages Take

"No, I can understand the type, and that's about all. Marriage may at this day be more subjected to critical consideration than formerly, but I hardly think that any sensible person would doubt its validity in the scheme of things. It was, it is and it will continue to be the only sensible system for guaranteeing happiness and for insuring the proper care and protection to the young.

"You know, there's always the danger of having a wrong and distorted view of life as a whole by reading sensational accounts, specially spiced, of the peccadilloes of our Don Juans and Shebas and of hearing so much about divorces. Of course, marriages can be more easily dissolved today than ever before, but for every marriage that goes blotto, there are fifty that are secure and well-founded. Only, you never hear of the happily married; they don't get into print.

Fortress of Society

"It makes me think of the remark of some historian who said that the happiest nations are those without a history. Applying this statement to marriage, one could say that the happy homes are those that have no history,—that is, so far as the world is concerned. The mass of the world still believes in marriage which has been tested over a period of thousands of years. It doesn't seem to me that the restlessness of one age can avail in destroying this well-built fortress of society.

"As a matter of fact, the two principal characters in 'Illicit,' are people perfectly mated and destined for marriage. It only happens that the girl has absorbed ideas of independence and is trying hard to put them into practice. The picture is by no means a morality: it shows how two people of the type portrayed are bound in the end to defer to marriage. The man is profoundly hurt when he learns that his sweetheart is being sullied by gossiping tongues. Yet he knows that the world has grounds for talking, and he makes a heroic effort to vanquish the ideas of his beloved. In the end he succeeds; though perhaps it would be truer to say that she succeeds, for she has a sudden revulsion from the miscellany of ideas she has acquired, and which never were part and parcel of her."

Barbara Stanwyck is a poised lady of the screen, who in private life is the wife of Frank Fay. And in "Illicit" she is a poised lady; the only lack of poise is in her that act as an explosive to her sweetheart, and that threaten to devastate their chance of being happy.

When you see her in the part, you will be convinced, I know, that she is in real life the replica of the lady she interprets. But, don't be deceived: she is really the opposite; she hasn't a soupcon of a doubt that marriage is the only solution. And for illustration, she will point to her own happy marriage.

Is She Different?
Is She Startling?
Is She Beautiful?
Yes!

DOES SHE
Want To Marry?
Approve of Divorce?
No!

She has her own ideas about love! Strange but very interesting! See for yourself!

ILLICIT

with

BARBARA STANWYCK

1931's Surprise Star

A WARNER BROS. VITAPHONE PICTURE

Cast Also Includes
Charles Butterworth, James Rennie, Ricardo Cortez, Joan Blondell, Natalie Moorehead.

Theatre Name

Cut No. 7—Cut, 60c; Mat, 15c

519 Lines

I Am Anne Vincent

I love Richard Ives—and for six months we have been engaged. Now my happiness is threatened because he insists I marry him. I have refused.

In our set, marriage is only the prelude to separation and divorce. I want to love Richard forever. I want to cling to romance as long as I can.

Richard says he will break our engagement if I don't marry him—because people are beginning to talk. What do I care for their petty gossip? If I marry him and lose his love, it will be I, not they, who will suffer.

I'll take a chance on my ideas about romance!

ILLICIT

With the Surprise Star Sensation of 1931.

BARBARA STANWYCK

JAMES RENNIE, CHARLES BUTTERWORTH
RICARDO CORTEZ and JOAN BLONDELL

Begins Tomorrow

CAPITOL THEATRE
Main Street and 5th Ave.

Cut No. 8 Cut 20c Mat 5c 252 Lines

(Feature)

Husband Becomes Ball and Chain, As in "Illicit"

One of the ever-popular "nifties" of vaudeville and burlesque humor has been reversed. It is now the woman who considers the husband her ball-and-chain. Probably many women for many years have felt that way about it in their hearts though they have kept quiet about it until recent years. The number of women who have rebeled against marriage has been slowly but steadily increasing until the moral philosophers are viewing the situation with their accustomed alarm. Men are awakening to the fact that they may be a luxury instead of a necessity to women.

There are women who believe that the wedding ring is the enemy of love as well as of romance. They are finding their way into the novels, plays and screen stories which profess to reflect the modern woman, what she is thinking about, feeling—and doing. One of them is Anne Vincent in Warner Bros. just completed Vitaphone picture, "Illicit," now at the.....Theatre, in which Barbara Stanwyck is featured in the role of Anne and James Rennie plays opposite her as Richard Ives, the man she loves but refuses to marry for a long time. Even when she does marry him, persuaded by her lover's father, it is against her better judgment.

"It is a new experience for the man to find himself considered in the light of a ball-and-chain to a woman," says Mr. Rennie, "and Dick Ives is as much perplexed as any other man would be in the circumstances. He loves Anne and wants to marry her. He is tired of secret week-ends with her and the evasions and lies their illicit relationship necessitates to protect the girl's reputation. He cannot understand her intuitive feeling that marriage would spell the end of their romance and prove the enemy of love.

"It is galling to his pride to feel that a woman would regard him in marriage as the ball-and-chain which man has so often applied to his wife. That appellation has usually been applied by him with a humorous intention, but behind the humor has always been a feeling of its truth. And now to find the ball-and-chain attached to the feminine instead of the masculine foot! Well, as our English cousins are so fond of saying, that's a bit thick!

"Dick Ives' father persuades Anne to marry his son—and Anne's belief that marriage would destroy their love seems on a fair way to fulfillment. How that disaster is avoided form the highlights of 'Illicit' and makes the picture itself a highlight among new productions."

What Will Love Be Like in 1951?

The world moves fast, but does love remain the same? Here is the startling story of a girl of today who wanted to live by the standards of tomorrow!

Cut No. 14
Cut 40c
Mat 10c
222 Lines

Stolen Sweets Must Be Paid For

with

BARBARA STANWYCK

Charles Butterworth, James Rennie, Ricardo Cortez and Joan Blondell

What Is Illicit?

"Illicit" is the startling modern play which Warner Bros. have recently produced, and which is now showing at the ..... Theatre. Barbara Stanwyck plays the part of the girl who feared that love would fly out the window when matrimony came in the door. Others in the case are James Rennie, Charles Butterworth, Joan Blondell, Natalie Moorehead, Ricardo Cortez and Joan Blondell. Archie Mayo directed.

(Feature)

New Invention On Telephone In "Illicit"

One of the newest sound appliances was used during the filming of "Illicit," the Warner Bros. and Vitaphone comedy-drama featuring Barbara Stanwyck now playing at the.....Theatre.

In the past, while filming and recording a telephone conversation, it was difficult for the microphone to pick up the voice coming over the receiver.

Now, however, through the use of a miniature loud-speaker, the problem has been overcome. This tiny instrument, which is not much larger than a dime, is hidden within the telephone receiver. Not visible to the camera's eye, this small device is able to accurately reproduce the human voice in loud clear tones which assure perfect recording.

According to Barbara Stanwyck, who held the receiver close to her ear in several scenes, the new invention though a boon to talking pictures is rather hard on the eardrum.

"Illicit," a daring story of modern life in New York, is taken from the play by Edith Fitzgerald and Robert Riskin and adapted to the screen by Harvey Thew.

Those appearing in support of Miss Stanwyck are James Rennie, Charles Butterworth, Joan Blondell, Natalie Moorehead, Ricardo Cortez and Claude Gillingwater. Archie Mayo directed.

Collecting Buttons Unusual Hobby of James Rennie

Actors, like other people, have their hobbies, and some of them are of an exceeding strangeness; witness, as a preeminent example, the favorite extra-professional pursuit of James Rennie, which is collecting buttons.

He doesn't talk much about this vice of his, but he has been gathering a treasury of buttons since childhood, and today the collection has reached impressive proportions.

Ordinary buttons, it is hardly necessary to say, do not interest Mr. Rennie, who is now to be seen at the ..... Theatre with Barbara Stanwyck in the new Warner Bros. picture, "Illicit." To be eligible for a place in the Rennie collection a button must possess either great beauty or historic interest. Many of them combine both qualities.

The rulers of Europe, for example, have worn, from time to time, buttons that are, to the right-minded specialist, things of beauty and a joy forever. Ivan the Terrible seems to have a pretty taste in buttons, as did the mad Emperor Nicholas. Mr. Rennie has specimens that were worn by both of them. Buttons from the American Revolutionary War; from the regiments of Marlborough and Wellington; from the Swiss Guard which defended Louis XVI against the mob of Paris—each of these objects needs only the eye of imagination to reveal a chapter of living history.

And in the collection are two specimens which the owner especially treasures; for these two buttons are said to have come from the coat worn by that picturesque pirate, Sir Henry Morgan, when he went on the rampage and sacked the City of Panama away back in the seventeenth century.

This highly unusual bent as a collector is rather characteristic of James Rennie, who now and then displays a penchant for leaving the beaten track and doing things that break the conventional routine. Thus, shortly after completing "Illicit," at the Warner Bros. studios in California, he came East on a vacation and decided to go to Europe.

And where did he go? To London, Paris, the Riviera? Not a bit of it. He went to Scandinavia.

"You see," he said, "I've never been there, and not many other Americans traveling in Europe go there, and I think it will be awfully interesting to see for myself what those countries are like. I know so little about them."

And when he came back a few weeks ago he said he had had a perfectly corking time. Incidentally, he brought back a uniform button that once belonged to Gustavus Adolphus, the Lion of the North.

SHADOWS OF A GREAT EVENT!

ILLICIT

(Stolen Sweets Must Be Paid For)

Most Discussed Picture of the Year

with

BARBARA STANWYCK

Charles Butterworth - James Rennie

Coming Soon!

Get Ready for

A Real Surprise

Cut No. 1—Cut 40c; Mat 10c 212 Lines

JAMES RENNIE IS AGAIN A NEW YORKER AFTER SERIES OF WESTERN MOVIE ROLES

Plays Male Lead Opposite Barbara Stanwyck in "Illicit," Story of Park Avenue Society

At last the screen has allowed James Rennie to be a New Yorker once again. For a time it looked as though the magnates of Hollywood were going to devote his talents exclusively to the portrayal of highwaymen, sheriffs, cow-punchers and other types which used to flourish when the West was really wild.

This specialization in frontier characters was a puzzle to many who remembered Mr. Rennie's highly successful appearances in such stage productions as "The Great Gatsby" and "Young Love." In private life he impresses one as being very much of a young man of Manhattan (all the more typical for being a native of Toronto). But the movies presented him first in "The Bad Man," with Walter Huston, then in "Girl of the Golden West," with Ann Harding; then in "The Lash," with Richard Barthelmess. The scene of the first picture is Arizona; the other two are laid in California in or about the golden days of '49.

Of course, Mr. Rennie took to it like a duck to water, for he is a hard rider and, in his personal tastes, decidedly an outdoor man. He declares, in fact, that he found most of it like a return to the carefree days of childhood, playing "cowboys and Indians"; and after one galloping, shooting scene in "The Lash" he ventured to suggest to Director Frank Lloyd that the scene be shot over again just for the fun of it. The suggestion was not carried out.

Now, however, in "Illicit," which Manager ..... is presenting at the ..... Theatre, James Rennie returns to New York and the present day. For "Illicit" is very much of today—and tomorrow—a sophisticated story of Manhattan people who hold the most "advanced" social opinions and do not hesitate to carry them out. Barbara Stanwyck plays the leading feminine role, and among the other members of the cast are Ricardo Cortez, Grant Mitchell, Joan Blondell, Natalie Moorehead and Charles Butterworth.

Modern marriage and the wisdom or unwisdom of those who dispense with, forms the background of the story of "Illicit," which is a stageplay with a rather unusual history. It was written for theatrical production by Edith Fitzgerald and Robert Riskin. Up to date, however, though it has been published in book form, presented on the screen, and novelized, it has not yet reached the boards. According to present plans, it may make its bow behind the footlights either this season or next.

YOU laugh at yesterday's conventions. Will your children laugh at today's?

Tomorrow you'll hear her story!

A Girl of Today Who Wanted to Live by the Standards of Tomorrow!

With the New Screen Sensation,

BARBARA STANWYCK

ILLICIT

STARRING

Miss BARBARA STANWYCK

James Rennie — Charles Butterworth
Joan Blondell ◆ Natalie Moorhead
Ricardo Cortez — Claude Gillingwater

Warner Bros. Vitaphone Production Directed by Archie Mayo

Theatre Name

Cut No. 30 Cut 40c Mat 10c 282 Lines

are YOU the person who hasn't seen

ILLICIT

Then you're ten years behind the times

You're left out of all arguments on today's big topic—

Bring your ideas up to date—see

ILLICIT

The most discussed picture in the last twenty years with

BARBARA STANWYCK

The New Screen Star

A WARNER BROS. & VITAPHONE TALKING PICTURE

Cut No. 2 Cut 40c Mat 10c 162 Lines

THEATRICAL CAREER SELDOM FIRST CHOICE OF STARS, SAYS BARBARA STANWYCK

(Feature)

Miss Barbara Stanwyck, featured in "Illicit," the Warner Bros. and Vitaphone production now at the ..... Theatre, has made some interesting discoveries among theatrical folk relative to the disparity between their early choice of a profession and the one they finally accepted as a life work.

"Screen fans who rocked with laughter at Winnie Lightner's performances in 'The Golddiggers of Broadway" and her other pictures," says Miss Stanwyck, "may find it hard to believe that the rollicking, roughhouse tomboy of the movies ever aspired to do serious things during her theatrical career, yet the star was anything but a comedienne when she first started.

"In glancing over the history of cinema stars appearing regularly in Warner Bros. pictures, it is discovered that Winnie is one of the few that selected the stage as the means of earning her bread and butter. But her ambition was to sing serious songs in a serious way. This she did, until fate took a hand and changed her act into a comedy one.

"George Arliss, of course, always wanted to be an actor and Evelyn Knapp, featured in 'River's End,' became intrigued with dramatics as a girl in her teens. I, myself, started out to be a dancer but was changed into a character player by a theatrical producer.

"On the other hand, John Barrymore's ambition was to be a newspaper reporter and an artist. Chas. Butterworth, who appears in 'The Life of the Party,' and Charley Judels of 'Captain Thunder,' started in life as a lawyer and a seller of patent medicines, respectively. Jack Whiting who is also seen in Winnie Lightner's latest picture, studied to be a doctor. Joe E. Brown was a baseball player and Grant Withers, whose boyhood ambition was to be a fireman, worked as a newspaper reporter before getting into the movies. Leon Janney hoped, when he grew up, to be a cop. Noah Beery was connected with the business end of a circus before he took up stage work. Claudia Dell studied the violin and became attracted to the stage because her aunt, Mary Dell, was a vaudeville headliner. James Cagney, who plays a leading role in 'The Doorway to Hell,' was forced into the business by stern necessity. After being graduated from Columbia University, he tried in vain to land a job in the business world. Fortunately for him, he had picked up some ability as a soft shoe dancer while at school and through a friend of his, managed to land with a small vaudeville act. Lewis Ayres, who won such fame in 'All Quiet' that it brought him the leading role in 'The Doorway to Hell,' once studied medicine, graduated to a hotel orchestra and then found himself in pictures.

"The one girl whose career was predetermined, is Joan Blondell. She was born to the stage, as her father is Eddie Blondell, the original 'Katzenjammer Kid.' Her mother, brother and sister helped her father in what constituted the family act and as soon as Joan was able to toddle, she too was initiated into theatrical appearances.

"One would think that the fates take a hand in our destinies," concluded Barbara Stanwyck, who is hailed as one of the most captivating actresses of the talking screen.

Don't fail to see her in "Illicit," at the ..... Theatre now.

THE WHOLE TOWN'S WILD

This new star . . . so warm and vibrant... so brilliantly different . . . This new picture . . . so bold, so truthful . . . a million wives, husbands and lovers will see themselves in this story . . .

ILLICIT

STARRING

Miss BARBARA STANWYCK

A Warner Bros. Vitaphone Production. Directed by Archie Mayo

A well rounded program . . of Vitaphone varieties.. novelties and short subjects . . are to be seen in addition to the feature attraction

Cut No. 29 Cut 40c Mat 10c 120 Lines

Now Playing

THE STAR OF THE HOUR!

When her world said "no" . . . when the finger of scandal pointed her out of the crowd . . . when her sweetheart said "it won't work out" . . . she staked her all on one mad gamble with life and cried "I'll take the chance!"

The picture all San Francisco is raving about . . NOW AT POPULAR PRICES

ILLICIT

Miss BARBARA STANWYCK
rancisco's Own Daughter
/ith JAMES RENNIE
RLES BUTTERWORTH
JOAN BLONDELL
ATALIE MOORHEAD
RICARDO CORTEZ
.AUDE GILLINGWATER
Varner Bros. Vitaphone Production
Directed by Archie Mayo

Cut 40c *Mat 10c* 222 Lines

JAMES RENNIE, "ILLICIT" LEAD

Was Pilot in British Royal Flying Corps During War

James Rennie, who plays the male lead opposite Barbara Stanwyck in "Illicit," the Warner Bros. and Vitaphone production which is now showing at the ..... Theatre, was born in Toronto, Canada, of Scotch-Irish parentage.

It was while attending grade school in that city that the influence of Morgan Robertson, Joseph Conrad, John Masefield and other famous writers of sea stories inflamed the imagination of Rennie and made him decide to become a sea captain.

He attended the Collegiate Institute at Toronto, majoring in English. Though this school did not offer a course in navigation, Rennie studied his favorite subjects in spare hours. However, it was not long before his interest in plays led him to the stage instead of the sea.

He appeared in several plays, but his brief stage career was brought to a sudden close by the war. He enlisted in the Canadian army, and served two years in France as a pilot in the British Royal Flying corps. Following the armistice he returned to Canada where he again went on the stage.

James Rennie

Cut No. 26
Cut 15c; Mat. 5c

Among the well known plays in which he appeared were "Moonlight," "Spanish Love," "Crime," "The Great Gatsby" and "Young Love."

He travelled extensively between seasons, visiting England, France, Italy, Mexico and China.

He made his screen debut in 1921 at the L. W. Griffith studios in "Remodeling Her Husband" opposite Dorothy Gish. It was at this time that he first met Miss Gish, and several months later he married her. Under the advent of talking pictures he preferred the stage to the screen.

Among his most outstanding pictures are "Mighty Lak a Rose," with Dorothy Mackaill, "Clothes Make the Pirate," "His Children's Children," "Girl of the Golden West" and "The Bad Man."

His favorite sport is swimming, at which he excels. Hs is five feet eleven inches tall, weighs one hundred and sixty pounds and has hazel eyes and dark brown hair.

If You Like to Make Your Own Ads

(Use This Billing)

Warner Bros. Present	25%
"ILLICIT"	100%
with	
BARBARA STANWYCK	75%
Charles Butterworth	60%
James Rennie	60%
Ricardo Cortez	40%
Joan Blondell	40%
Natalie Moorhead	20%
Claude Gillingwater	20%
Based on the play by Edith Fitzgerald & Robert Riskin	2%
Screen adaptation by Harvey Thew	2%
Directed by ARCHIE MAYO	10%
A WARNER BROS & VITAPHONE PRODUCTION	10%

THIS IS THE GIRL

who takes her own road to happiness . . . a brand new route never trodden before . . . a short, unusual path, where one mis-step spells ruin. Follow her! Fight with her! Learn why her strange story is the topic of the town!

ILLICIT

STARRING
Miss BARBARA STANWYCK
James Rennie Charles Butterworth
Joan Blondell ◆ Natalie Moorhead
Ricardo Cortez Claude Gillingwater
Warner Bros. Vitaphone Production Directed by Archie Mayo

Theatre Name

Cut No. 32 *Cut 40c* *Mat 10c* 260 Lines

...land for Joan Blondell Who Puts Laughs In "Illicit"

Chalk up the name of another stage star who has made good on the screen, that of Joan Blondell, who came to Hollywood direct from the stage success, "Penny Arcade," to play the same role in the screen version which was "Sinners' Holiday," by Warner Bros. Her work in that picture led to her engagement in "Illicit," opposite Barbara Stanwyck and James Rennie. Upon completion of "Illicit" Jack Warner engaged her to appear in featured roles in "The Office Wife," opposite Dorothy Mackaill and Lewis Stone, ...d "Ex-Mistress" with Bebe Dan-

...oan Blondell was born to the stage. Her father is Eddie Blondell, who has been on the stage for forty years and who is remembered as the original "Katzenjammer Kid," while her mother is Katheryne Kane, also a noted actress. Two other members of the family, a brother and sister, are on the stage, appearing in a vaudeville act with their father and mother. It was in this family act that Joan made her first stage appearance when only a few months old, much in the same manner in which the late Eddie Foy, Sr., brought his children into an act.

Until she was twelve, Joan never enjoyed a birthday in the same country, it so happening that each natal day found the Blondell family performing in a different foreign country. It was in Sydney, Australia, she reached her twelfth birthday and she remained in that country for six years, during which time she developed into a beautiful and accomplished singing and dancing comedienne.

She returned to America with her family, but soon left their act to join a stock company in Dallas, Texas, where she remained for several months, later moving to New York where she played in "Tarnish," at the Provincetown Theatre. Then came a season in the "Follies," followed by her appearance in "The Trial of Mary Dugan," with Ann Harding, "My Girl Friday," "Maggie the Magnificent," "Sporting Blood," and lastly, "Penny Arcade," which led to her film debut.

Although she has been in Hollywood less than a year, she has already attracted as a player of sophisticated roles. In "Illicit," which is a daring picture of an ultra-modern socity girl that prefers unlicensed life with her lover to that of wedlock, played by Barbara Stanwyck, Miss Blondell is seen as the wise-cracking girl friend of Charles Butterworth who supplies much of the comedy in the picture. As a New York debutante with an eye for the extreme, Miss Blondell appears in 28 different scenes, and to make her unusual characterization more distinctive, Director Archie Mayo ordered her to effect a different coiffure for each scene in which she appeared.

GILLINGWATER AT LAST GETS GENIAL ROLE IN "ILLICIT"

Claude Gillingwater spent more than a decade in motion pictures before he finally secured the type of role that had always been his personal desire—that of an agreeable old gentleman.

Grouchy and unsympathetic roles are almost synonymous with his name, and though he has always portrayed this type of character, he has won a place in the heart of every movie fan.

For the first time Gillingwater is seen as he really is and as he has always wanted other people to see him, in "Illicit," the Warner Bros. and Vitaphone version of the daring play by Edith Fitzgerald and Robert Riskin, which is now at the ..... Theatre, with Barbara Stanwyck in the featured role —assisted by James Rennie, Chas. Butterworth, Natalie Moorhead, Ricardo Cortez and others. Archie Mayo directed.

COLOR DESCRIPTION of the TWENTY-FOUR SHEET

Entire background is in brilliant red with the girl in a white gown and green slippers. Title is lettered in yellow with a purple shadow; cast is in green and trade mark in red.

Window Card

Sliding Scale Prices of Advertising Accessories

1-SHEETS	
1 to 50	15c each
51 to 100	13c each
Over 100	11c each
3-SHEETS	
1 to 25	40c each
Over 25	36c each
6-SHEETS	
1 to 10	75c each
11 to 20	70c each
Over 20	65c each
24-SHEETS	
Up to 25	$2.00 each
Over 25	1.75 each
WINDOW CARDS	
1 to 50	7c each
51 to 100	6c each
Over 100	5 1-2c each
INSERT CARDS	
1 to 25	25c each
26 to 50	22c each
51 to 100	20c each
Over 100	18c each
HERALDS	
1M to 5M	$3.00 per M
Over 5M	2.75 per M
PHOTOS	
11 x 14 Photos (8 in set—colored)	75c a set
22 x 28 Photos (2 in set—colored)	80c a set
Slides	15c each
Stills	10c each
Press Sheets	Gratis
Music Cues	Gratis

INSERT CARD

Select Your Supporting Program From These

VITAPHONE SHORTS

BELIEVE IT OR NOT SERIES

Most famous newspaper feature the world has ever known brought to life by and with

ROBERT L. RIPLEY

LOONEY TUNES SERIES

Vitaphone Song Cartoons that are the funniest on the screen.

1 REEL COMEDY SERIES

(Booked Separately)

Comedy that is real comedy. With the greatest comedians of stage and screen.

THE NAGGERS SERIES

Domestic comedies starring Mr. and Mrs. Jack Norworth. Most natural, human funfests of the screen.

2 REEL COM SERIES

(Booked Separately)

No program is complete without on Produced with the class, stars, productio value of features.

DRAMA SERIE

(Booked Separately)

Famous Dramatic Stars of Broadway and the screen in stories that match the appeal of features.

MUSICAL COMEDY SERIES

(Booked Separately)

Think of the world's greatest musical comedy stars and you'll find them all in this series.

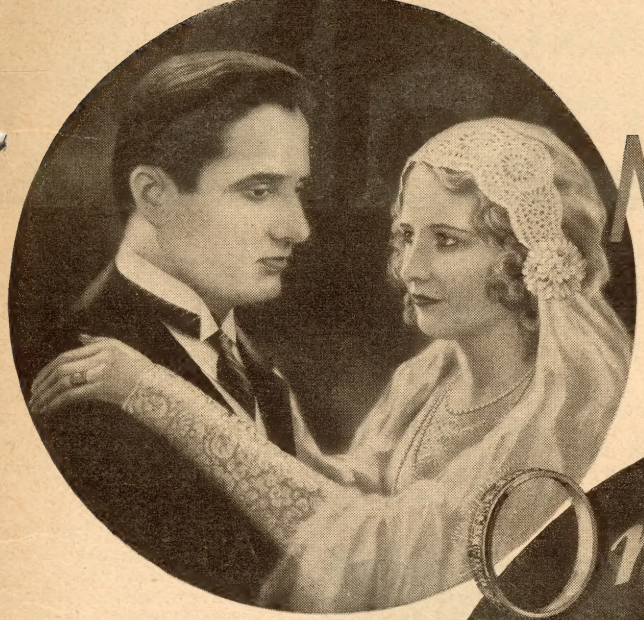
CELEBRITY SERIES

(Booked Separately)

Celebrities that are the ace personalities of the show business. Bringing to the screen the individualities that made them famous.

BIGGEST NAMES IN SHOW BUSINESS

Winnie Lightner - Joe E. Brown - Willie and Eugene Howard - Bert Lahr - Fannie Ward - Lois Wilson - Leo Caillo - Polly Moran - Lew Fields - Irene Franklin - Cecilia Loftus - Trixie Friganza - Clyde Cook - Shaw & Lee - Codee & Orth - Otto Kruger - Lou Holtz - Clifton Webb - Fred Allen - Miller & Lyles - Nan Halperin - Herman Timberg - Betty Compton - Georges Carpentier - Ann Pennington - Eddie Foy, Jr. - Jack Buchanan - Mischa Elman - Bessie Love - Chester Conklin - Milton C. Work - Lew Fields - Lupino Lane - Walter Winchell - Mark Hellinger - Max Schmeling - Ruth Etting - Lynne Overman - Irene Rich



MARRIED LOVE

or ILLICIT

Which— DOES THE MODERN GIRL PREFER?

SAFETY in marriage or daring adventures in stolen love? What is the real truth about this modern generation's attitude toward the once sacred convention of marriage? "ILLICIT" tells, frankly and fearlessly, the true-to-life story of one girl's amazing adventures in the dangerous business of *experimenting* with love.

featuring

BARBARA STANWYCK

CHARLES BUTTERWORTH • JAMES RENNIE • RICARDO CORTEZ • JOAN BLONDELL • NATALIE MOOREHEAD

CLAUDE GILLINGWATER

Based on the play by
Edith Fitzgerald and Robert Riskin

DIRECTED BY ARCHIE MAYO

A WARNER BROS. VITAPHONE TALKING PICTURE

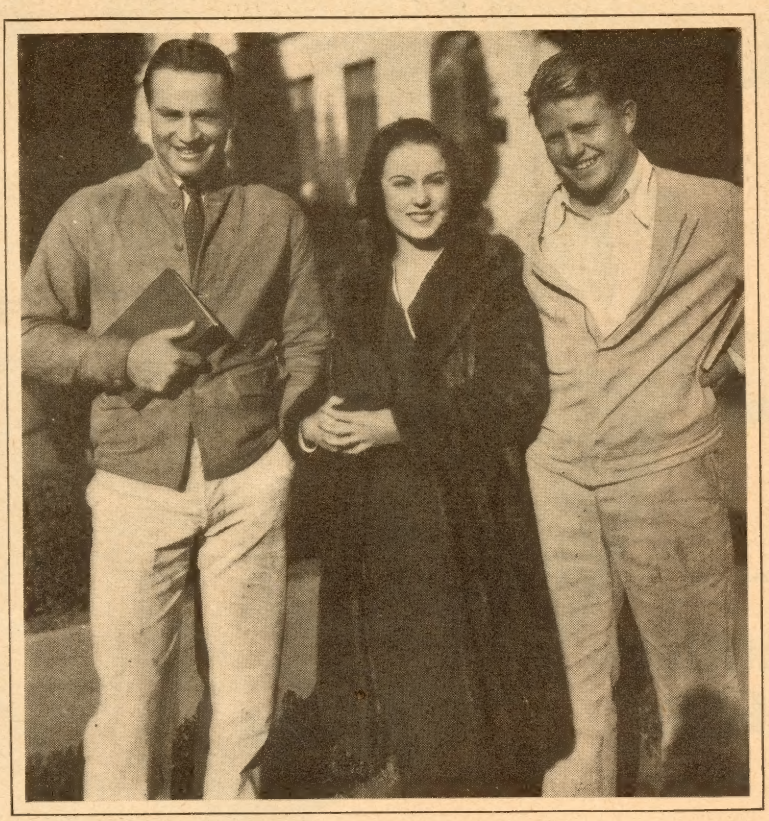
"Vitaphone" is the registered trademark of The Vitaphone Corporation

A WARNER BROS. AND VITAPHONE PRODUCTION

LAST MINUTE NEWS

THERE was a close race between Santa Claus and the stork that has been hovering around the pent house of **Phyllis Haver.** Santa, being an old hand at the game, managed to deliver his Christmas packages before the heir to the **Seaman** family fortunes arrived. . . . **Vivian Duncan,** so Old Lady Rumor has it, is also awaiting the arrival of the long legged bird. The little **Duncan** sister, you know, is **Mrs. Nils Asther.** . . . Santa, by the by, had to travel far and fast to remember all the film folk's stockings this year. . . . **Janet Gaynor** hopped a boat for **Honolulu** for the Christmas season, there to recover from a severe cold. . . . Among those who looked for the eight tiny reindeer on the **West Coast** were **Richard Barthelmess, Harold Lloyd** and **Charles Rogers** and his mother. They had all returned from an Eastern vacation. . . . The **John Barrymores** anchored at **Long Beach** after cruising around in tropical waters, just so they could light the candles on the baby **Barrymore's** first Christmas tree. . . . **Lupita Tovar** went home to **Mexico** for a right jolly celebration and **Marlene Dietrich** traveled back to **Germany** to spend the holidays with her husband and baby.

MARLENE DIETRICH is just the first of a long line of foreign girls to come into **Hollywood** with the **Greta Garbo** manner —and succeed with it. The "**Garbo** type" is quite the rage. . . .Straight from **Germany** comes another little import, charming, and showing signs of understudying the **Garbo** style. She is none other than **Tala Birell** who has unpacked her bag at **Universal's.** . . . Right now **Hollywood** is agog over the gossip that the fair **Greta** spends her odd moments playing the **Marlene Dietrich** German phonograph records to see how they compare with her own intonations! These **Garbos** must be watched carefully.



When **Ernie Pinckert** and **Marshall Duffield,** stellar half and quarterback respectively of the Southern California football team, toured the Paramount studios, the gridsters were escorted by **Fay Wray**

"OH, PROMISE ME" is being sung more than any other tune on the Western coast, following that astonishing wedding of **Will Hays** and **Mrs. Jessie Herron Stutesman.** . . . **Helen Ferguson,** widow of **William Russell,** will try matrimony again, this time with **Richard Hargrave,** a **Beverly Hills** bank president. . . . Another marrying party will include **Colleen Moore's** former husband, **John McCormick,** who will try wedded bliss with **Mae Clark.** . . . **Colleen,** herself, is creating a stir because she is leaving **New York** for **Hollywood.** Will that mean pictures again, or matrimony? . . . And the buzz buzz that includes everybody, has it that **Dorothy Sebastian** will hop altarward just as soon as **William Boyd** gets his final divorce degree. . . . **Natalie Moorhead,** too, is awaiting **Alan Crosland's** divorce before she promises to love, etc., etc. . . . **Broadway** is stepping up into the limelight along with the whispers that **Mildred Zukor** will try to laugh through life along with **Phil Baker,** while her divorced husband, **Arthur Loew,** will try a crooning partner with **Helen Morgan.** . . . And that leaves the mystery of **Lupe Velez** to be solved. She still claims she is not married to **Gary Cooper,** but there are those who claim to know better. . . . Meanwhile **Ricardo Cortez** and **Alma Rubens** have reached a definite parting of the ways . . . **Al Jolson** and his **Ruby** are still verra, verra much in love. Al would'nt have an infected appendix removed until Ruby could rush West to be with him.

KENNETH HARLAN is creating a stir with his intentions of opening a night club—the **Pom Pom,** out in **Hollywood.** . . . **Joan Crawford** could cause a lifting of the eyebrows, if she wanted to, by opening a hooked rug shop, for **Joan,** who doesn't look it, can really hook. . . . **Marie Dressler** does tatting, but then, there's not much call for that. . . . **Ramon Novarro** could fly a plane, if he ever wanted to change his profession. . . . **Buster Keaton** claims he could hold down a job raising lilies and **Lewis Stone,** if ever threatened by that ole demon poverty, feels he could hold the wolf at bay by mending clocks . . . And they do tell that **Lewis Stone** is the happy owner of a brand new oil well. Everybody's trying to be a **Howard Hughes** these days.

AFTER all, there may be a Santa Claus. **Florence Lawrence,** who since her starring days, has struggled along with bits in pictures, is the holder of a patent which belonged to her late mother which may bring her in millions of dollars. The patent is for automatic windshield wipers. . . . **Lois Moran** believes in Santa, too, since reading the glorifying reviews of her performance in a **Broadway** play, "This Is New York." . . . Too bad that **Lya De Putti, Colleen Moore, Vilma Banky** and a few others didn't succeed so well away from the movie haunts of **Hollywood.** . . . **Irene Delroy,** before she returns **West** for more pictures, is planning another musical rôle. The bright lights of **Broadway** will hold her **East** a long time, for she's a favorite in **New York.** . . . **Lily Damita**—from **Broadway**—is back in **Hollywood** trying out her talents in "Let Us Be Gay" —the French version of the **Norma Shearer** picture. After that **Miss Lily** is scheduled for "Romance" and "The Divorcee"—originally planned for **Grace Moore.**

JEANETTE MACDONALD returned from an Eastern vacation to see what she could do in "All Women Are Bad," her first picture under the new **Fox** contract. . . . **Ginger Rogers** is leading a busy life, what with the leading rôle in the musical comedy, "Girl Crazy," and dashing to the **Paramount Long Island** studio for "Strictly Business." . . . **Joe Cook** is another **Broadway** figure who is scheduled to take himself into the films. He will do "Fine and Dandy." . . . **Greta Nissen,** away from pictures for some time, will be given the leading rôle in "Women of All Nations," and that starts the New Year in the right spirit for **Miss Greta.**

DOLORES DEL RIO is up and about again, following a serious kidney operation. . . . **Al Jolson,** struggling along with appendicitis, has had to postpone movie activities. . . . **Mary Astor,** who needed rest so badly, returned from a vacation feeling very peppy and ready for "His Private Secretary" in which she plays opposite **Robert Ames.** . . . The **Moore Brothers** are active on the Western front. **Tom** will do "The Last Parade" along with **Jack Holt,** while brother **Matt,** jumps into "Front Page." . . . **Ann Harding** can't seem to come to terms with **Pathe,** but she has come to very amicable terms with **Ronald Cosby,** the two-year old boy who played with her in "East Lynne" and who now lives in her home as a companion to little **Jane Harding Bannister.**

Scanned from the United Artists collection at the Wisconsin Center for Film and Theater Research, with support from Matthew and Natalie Bernstein.

Wisconsin Center
for Film and Theater Research

http://wcftr.commarts.wisc.edu

MEDIA HISTORY
DIGITAL LIBRARY

www.mediahistoryproject.org